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**ARTS & BUSINESS COUNCIL OF GREATER PHILADELPHIA AND CAI
ANNOUNCE NEW TECHCONNECTION FOR THE ARTS™ HELP DESK INITIATIVE**

First-of-Its-Kind Service for Arts & Cultural Organizations Launched in Greater Philadelphia Area

PHILADELPHIA, PA – October 12, 2004 – The **Arts & Business Council of Greater Philadelphia**, a nonprofit affiliate of the Greater Philadelphia Chamber of Commerce, in partnership with **CAI** today announced the full-scale launch of the *TechConnection for the Arts™ Help Desk*, a first-of-its-kind service created to provide participating arts and cultural organizations with immediate professional telephone support when experiencing common technology problems. This groundbreaking service, an expansion of *The Technology Connectors™* program of the Arts & Business Council, is now being offered to the more than 700 arts and cultural institutions in the region, many of which are unable to afford this level of support and may greatly benefit from this additional resource.

“The *TechConnection for the Arts Help Desk* represents another example of the Council’s commitment to leveraging the resources of the business community to help sustain and enhance the operations of the arts and cultural organizations throughout the nine county region,” said Karen B. Davis, president and chief executive officer (CEO) of the Arts & Business Council of Greater Philadelphia. “In addition, the *TechConnection for the Arts* project has made it possible for CAI to meet its own goals for supporting the community in a powerful and substantive way while also raising awareness of its expertise.”

The *TechConnection for the Arts Help Desk* is available to the more than 700 arts and cultural organizations in the Greater Philadelphia Region, which includes three counties in Southern New Jersey and New Castle County, Delaware. The cost to organizations for annual access is minimal and ranges from only \$50-\$250 per year, based on number of full and part-time employees at an organization and well within reach for all of the region’s arts and cultural organizations. Upon enrollment, arts organizations’ staff may access this convenient service through a toll-free number 24 hours a day, seven days a week. All calls are answered within 30 seconds by experienced CAI professionals at its Wilmington-based call center.

“Not only are we dedicated here at CAI to improving the quality of our business, but we are also focused on using our expertise to serve the larger community,” said Ernest J. Dianastasis, managing director at CAI. “Partnering with the Arts & Business Council on the *TechConnection Help Desk* project offered us the perfect opportunity to advance the geographic reach of our business while providing arts and cultural organizations that enrich our community with technology support that is so crucial to their success and might otherwise have been cost-prohibitive for these organizations.”

Major funding for *The Technology Connectors* program is provided by The Comcast Foundation, Philadelphia Cultural Management Initiative (a program funded by The Pew Charitable Trusts, administered by Drexel University) and William Penn Foundation.

The region-wide launch of the *TechConnection for the Arts Help Desk* follows a 6-month beta-testing pilot program that involved more than 300 staff members at 30 of the area's arts and cultural organizations, including the Art Sanctuary, Atwater Kent Museum, Choral Arts Society of Philadelphia, Freedom Theatre, Haddonfield Symphony, Preservation Delaware, Philly Pops, Taller Puertorriqueno, and the University City Arts League, among others. During the pilot, callers most frequently requested assistance dealing with problems in three key areas, namely Microsoft Office software such as Word, Excel, Access, and PowerPoint issues (30 percent), email assistance (30 percent) and network issues (15 percent), followed by hardware issues, mouse/keyboard problems, Windows Operating System difficulties, virus issues (5 percent each) and other related problems (10 percent).

"One of the primary goals of the *TechConnection Help Desk* program is to help organizations to become more strategic in how they use technology," said Neville Vakharia, director of technology services and programs at the Arts & Business Council of Greater Philadelphia. "By providing a solution to address their ongoing technology issues, these organizations can now focus on the long-term strategic use of technology."

"The *TechConnection for the Arts Help Desk* is a terrific resource for nonprofit arts and cultural organizations," said Molly Espey, executive director of Philadelphia Hospitality and a new user of the Help Desk service. "We can become so much more effective by having affordable access to this kind of technology expertise and support. I am sure this will benefit the entire arts community in an extremely significant way."

About *TechConnection for the Arts™ Help Desk* and *The Technology Connectors™*

The *TechConnection for the Arts™ Help Desk* is the newest service offered by *The Technology Connectors™* program of the Arts & Business Council of Greater Philadelphia and was created through a partnership with CAI. *The Technology Connectors™* leverages assistance and partnerships from the region's technology companies and professionals to provide arts and cultural organizations with access to strategic technology planning, software training and technology project support while providing technology experts an opportunity to expand their skills and professional networks. For more information, visit www.artsandbusiness-phila.org.

About CAI®

CAI® is a multi-million dollar IT consulting firm with over 650 associates based in the Wilmington, Delaware office and over 1,600 associates worldwide. CAI's service offerings include Business and IT Consulting, e-Business Solutions, Application Development and Maintenance, and Help Desk Services. CAI is a market leader, offering transformation in business and information technology through proprietary methodologies and systems. For more information about CAI, please contact Skip Pennella (302-888-5561, Skip_Pennella@compaid.com) or visit www.compaid.com.

About the Arts & Business Council of Greater Philadelphia

The Arts & Business Council of Greater Philadelphia, a nonprofit affiliate of the Greater Philadelphia Chamber of Commerce and a chapter of the national Arts & Business Council Inc. ®, is the premier organization in the region dedicated to cultivating mutually beneficial partnerships between business and the region's nonprofit arts and cultural institutions. Since its inception in 1981, the Arts & Business Council has partnered with the business sector to generate more than \$18 million in contributed goods and services for the region's arts and cultural institutions and has trained and placed more than 2,000 business professionals in a variety of leadership roles within arts organizations. For more information, call 215.790.3620 or visit www.artsandbusiness-phila.org.

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